



THE PHILADELPHIA AFFILIATE

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Elaine I. Grobman

May 28, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

Dear Mr. Martin,

I'm honored to write to you to attest to the tremendous level of philanthropy, professional and personal investment in community, and overall generous nature KYW Newsradio has demonstrated to the Philadelphia Affiliate of Susan G. Komen for the Cure® over the past 15+ years. More than just providing media support, the KYW team throughout the years has demonstrated a most sincere dedication to generating **awareness** for the breast cancer mission as well as **empowering** our communities to fight back and end this disease.

It would be impossible to put a dollar value on what KYW bring to the table for the Komen Philadelphia Affiliate. From on-air and behind-the-scenes talent to broadcast resources, the time and seemingly endless resources they contribute are impossible to calculate. Whether it be a feature story on African-American breast cancer risks to help drive traffic to our Sisters for the Cure events, serving on committees, PSAs, or providing "star power" for fundraising events—KYW Newsradio has always been there for us and our community. And, it's clear that they will continue to do so until everyone can live free from breast cancer.

This May, we held the 18th annual Susan G Komen Philadelphia Race for the Cure.® We attracted approximately 120,000 people and expect to raise in excess of \$4 million. It is NOT an exaggeration when I say, we simply could not have done this without KYW Newsradio and the CBS-3 Philadelphia TV and radio family. They have spread the word about Komen, educating everyone in our service area about who we are, how we serve and why their support and participation in our programs is imperative for the health and happiness of generations.

We are truly fortunate to have found such devoted, caring and resourceful partners as KYW Newsradio.

Regards,

Elaine I. Grobman  
Executive Director